## Amendments to the Claims

1. (original) A method of preparing a recommendation to be accessed by a user comprising the steps of:

providing a sparse ratings matrix;

forming a plurality of data structures representing said sparse ratings matrix;

forming a runtime recommendation model from said plurality of data structures;

determining a recommendation from said runtime recommendation model in response to a request from a user; and

- 2. (original) The method of claim 1 further comprising calculating a unary multiplicity voting recommendation from said runtime recommendation model.
- 3. (original) The method claim 1 further comprising calculating a non-unary multiplicity voting recommendation from said runtime recommendation model.
- 4. (original) The method of claim 2 wherein said set step of calculating a unary multiplicity voting recommendation comprises calculating an anonymous recommendation.
- 5. (original) The method of claim 2 wherein said set step of calculating a unary multiplicity voting recommendation comprises calculating a personalized recommendation.

- 6. (original) The method of claim 3 wherein said set step of calculating a nonunary multiplicity voting recommendation comprises calculating an anonymous recommendation.
- 7. (original) The method of claim 3 wherein said set step of calculating a non-unary multiplicity voting recommendation comprises calculating a personalized recommendation.
  - 8. (original) The method of claim 1,

wherein said step of forming a runtime recommendation model from said plurality of data structures comprises:

mapping said sparse ratings matrix into a plurality of sub-space ratings matrix;

wherein said mapping step comprises multiplying said ratings matrix by a mappings matrix between said ratings matrix and a plurality of categories; and wherein each of said sub-space ratings matrices corresponds to one of said plurality of categories.

9. (withdrawn) A method of preparing a recommendation to be accessed by a user comprising the steps of:

providing a sparse ratings matrix;

banding said sparse ratings matrix;

distributing said banded sparse ratings matrix to a plurality of computing nodes, wherein each of said computing nodes generates an output;

forming a runtime recommendation model from said output of said plurality of computing nodes;

determining a recommendation from said runtime recommendation model in response to a request from a user; and

providing said recommendation to said user.

10. (withdrawn) A method of preparing a recommendation to be accessed by a user comprising the steps of:

providing a sparse ratings matrix;

striping said sparse ratings matrix;;

distributing said striped sparse ratings matrix to a plurality of computing nodes, wherein each of said computing nodes generates an output;

forming a runtime recommendation model from said output of said plurality of computing nodes;

forming a runtime recommendation model from said plurality of sub-space ratings matrix;

determining a recommendation from said runtime recommendation model in response to a request from a user; and

providing said recommendation to said user.

11. (original) A method of preparing a recommendation to be accessed by a user comprising the steps of:

providing a sparse ratings matrix;

providing an update ratings data structure;

forming a plurality of data structures representing said sparse ratings matrix;

forming a runtime recommendation model from said plurality of data structures and said update ratings data structure;

determining a recommendation from said runtime recommendation model in response to a request from a user; and

- 12. (original) The method of claim 11 further comprising calculating a unary multiplicity voting recommendation from said runtime recommendation model.
- 13. (original) The method of claim 11 further comprising calculating a non-unary multiplicity voting recommendation from said runtime recommendation model.
- 14. (original) The method of claim 12 wherein said set step of calculating a unary multiplicity voting recommendation comprises calculating an anonymous recommendation.
- 15. (original) The method of claim 12 wherein said set step of calculating a unary multiplicity voting recommendation comprises calculating a personalized recommendation.
- 16. (original) The method of claim 13 wherein said set step of calculating a nonunary multiplicity voting recommendation comprises calculating an anonymous recommendation.
- 17. (original) The method of claim 13 wherein said set step of calculating a nonunary multiplicity voting recommendation comprises calculating a personalized recommendation.
  - 18. (original) The method of claim 11, further comprising

mapping said sparse ratings matrix into a plurality of sub-space ratings matrix;

wherein said mapping step comprises multiplying said ratings matrix by a mapping matrix between said ratings matrix and a plurality of categories; and wherein each of said sub-space ratings matrices corresponding to one of said plurality of categories.

19. (currently amended) A method of preparing a recommendation to be accessed by a user comprising the steps of: The method of claim 1, wherein forming a runtime recommendation model from a plurality of data structures, comprises:

providing a sparse ratings matrix;

forming a plurality of data structures representing said sparse ratings matrix;

forming a first recommendation model from said plurality of data structures; and

perturbing said first recommendation model to generate a runtime

recommendation model [[;]].

determining a recommendation from said runtime recommendation model in response to a request from a user; and

providing said recommendation to said-user.

20 - 26. (cancelled).

27. (currently amended) A method of preparing a recommendation to be accessed by a user comprising the steps of: The method of claim 1, wherein forming a runtime recommendation model from a plurality of data structures, comprises:

providing a sparse ratings matrix;

forming a plurality of data structures representing said sparse ratings matrix;

forming a first recommendation model from said plurality of data structures;

truncating said first recommendation model to generate a runtime recommendation model [[;]] .

determining a recommendation from said runtime recommendation model in response to a request from a user; and

28 - 34. (cancelled).

35. (withdrawn) A method of preparing a recommendation to be accessed by a user comprising the steps of:

providing a first ratings matrix;

providing a second ratings matrix;

forming a runtime recommendation model from a cross-set of co-occurrences of said first ratings matrix and said second ratings matrix;

calculating a recommendation from said runtime recommendation model in response to a request from a user; and